

TRANSITIONS IN PRACTICE

climate change and everyday life

Elizabeth Shove, ESRC climate change leadership fellowship





Beyond the ABC of sustainable behaviour

A

is for Attitude

Individuals have attitudes.

Attitudes towards personal consumption, waste and responsibility need changing

Attitudes are changed by persuasion and information.

Attitudes drive behaviour.



apple



B

is for Behaviour

Behaviour is what individuals do.

Behaviours need changing.

Behaviours are driven by attitudes and prices.

People choose how to behave.



balloon

A large, stylized blue letter 'C' is centered within a solid orange square.

is for Choice

Choices are made by individuals.

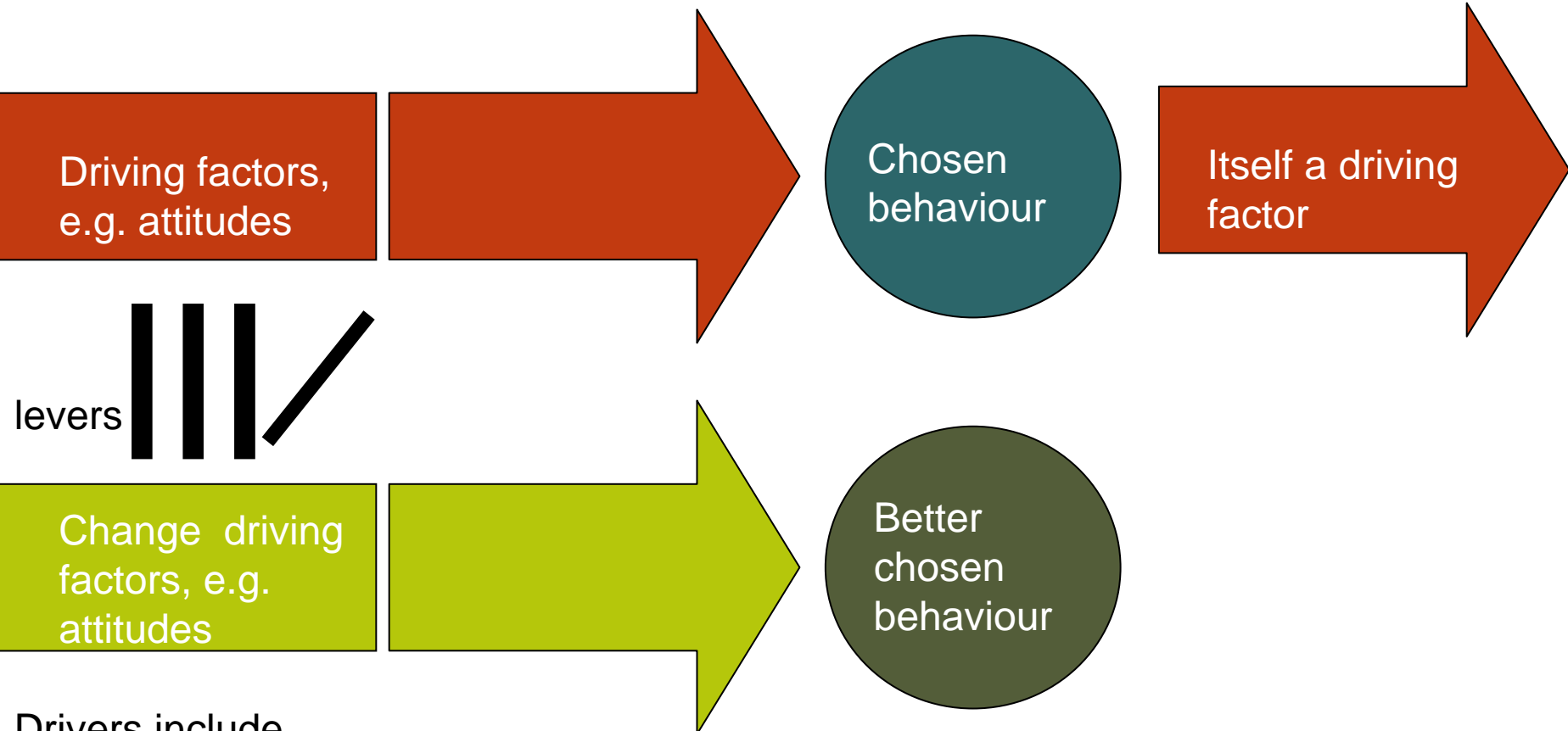
If individuals chose not to use so much energy, water and other natural resources we'd not be in the fix we are.

Policy makers need to encourage individuals to make different choices.



cake

Representation of social change



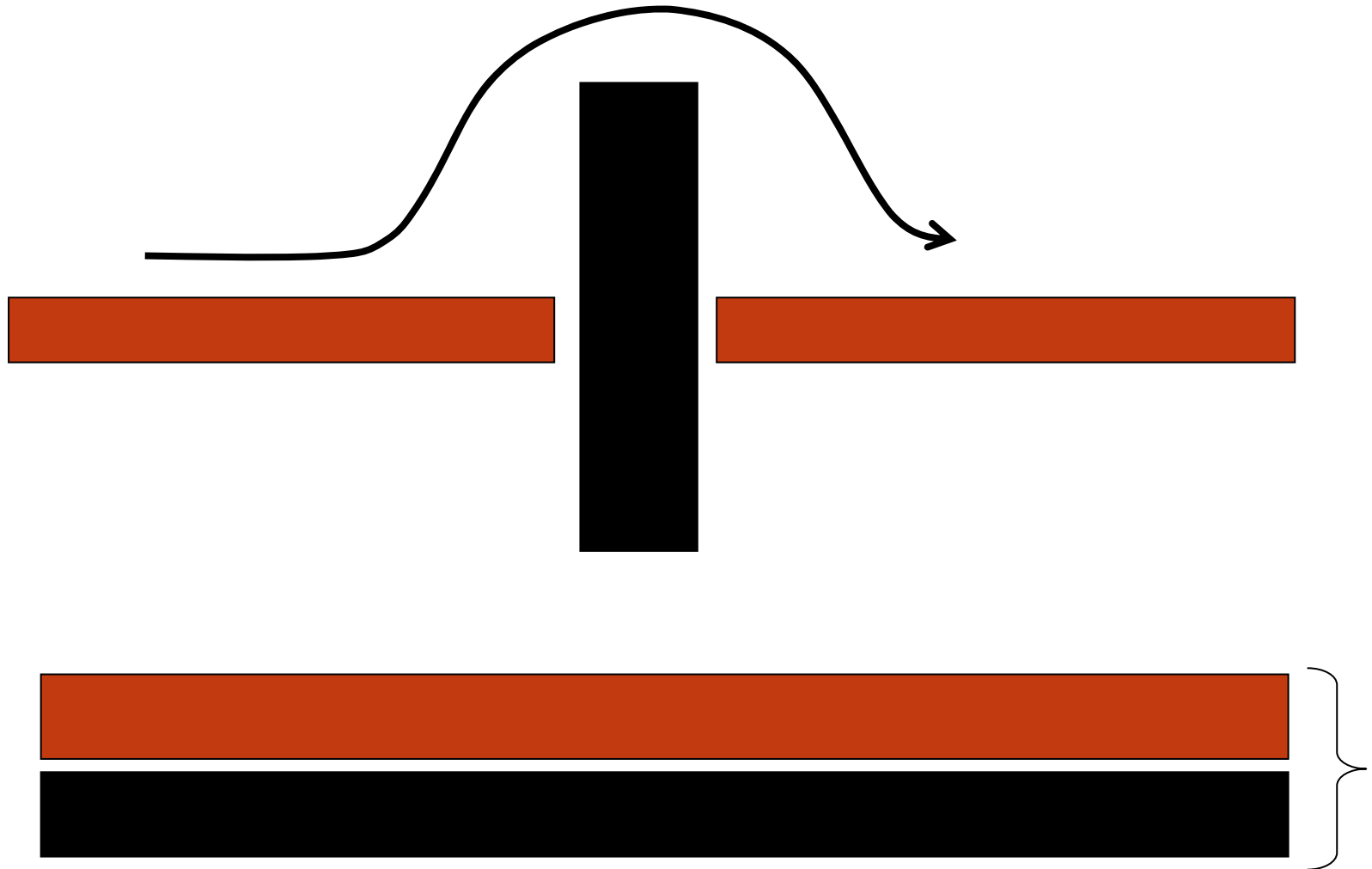
levers

Drivers include

- Attitudes
- Society
- Economics
- Other people
- Habit

Externalise pretty much anything, including own role

Attitudes translate into behaviour unless blocked by barriers
Pretty much anything else can count as a barrier: cost, ignorance, infrastructure etc.





apple

A FRAMEWORK FOR PRO-ENVIRONMENTAL BEHAVIOURS

Defra January 2008

This report sets out a framework for Defra's work on pro-environmental **behaviour**. It pulls together evidence on public understanding, **attitudes** and behaviours; identifies behaviour goals; and draws conclusions on the potential for **change** across a range of behaviour groups.



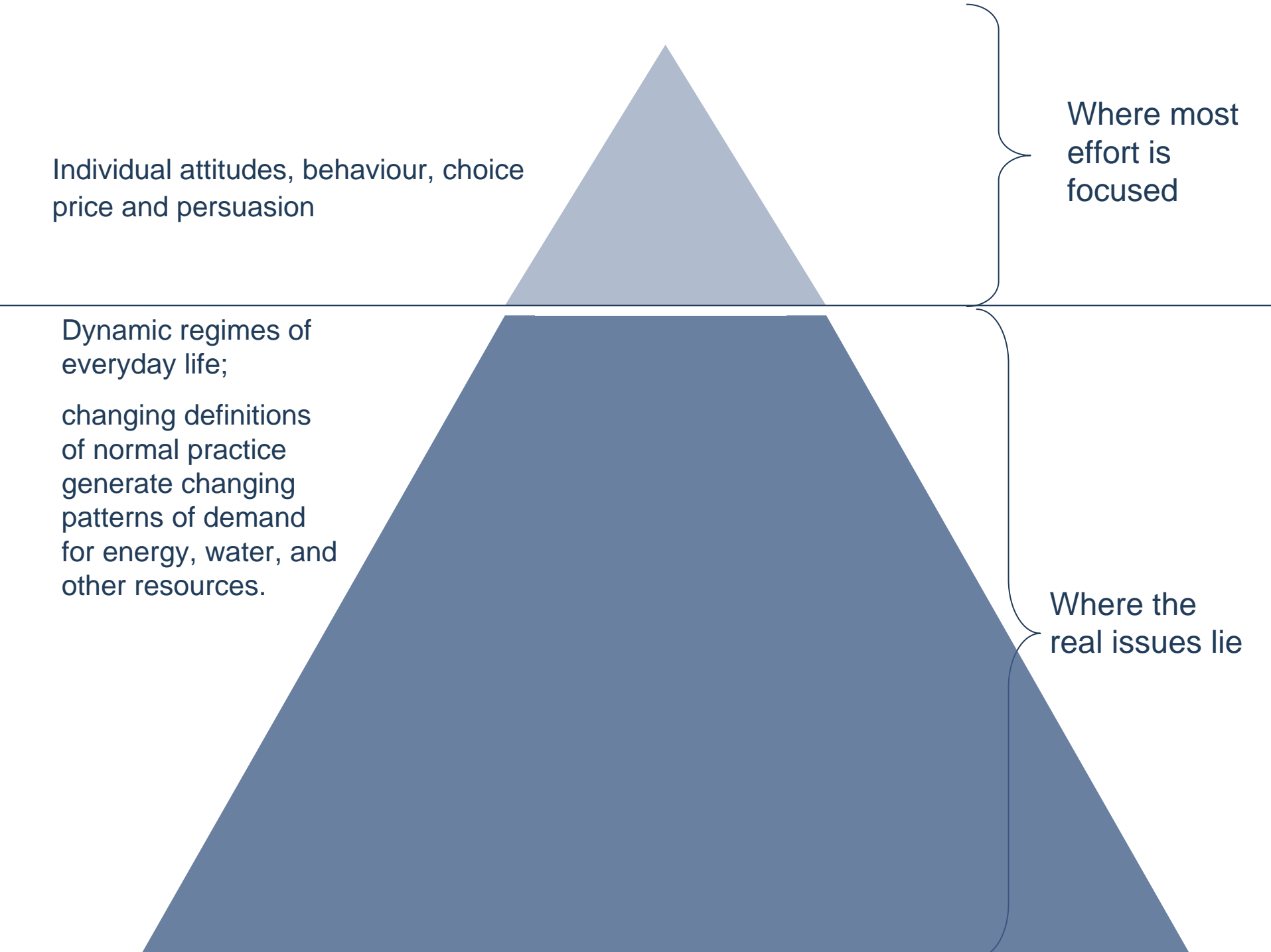
balloon

The headline behaviour goals

-**Install** insulation -Better energy management -Install microgeneration-**Increase** recycling -**Waste less** (food)-**More responsible** water usage-Use more efficient vehicles -Use car less for short trips -**Avoid unnecessary** flights (short haul)-**Buy** energy efficient products-**Eat** more food that is locally in season -**Adopt lower impact** diet



cake



Individual attitudes, behaviour, choice
price and persuasion

Where most
effort is
focused

Dynamic regimes of
everyday life;
changing definitions
of normal practice
generate changing
patterns of demand
for energy, water, and
other resources.

Where the
real issues lie

Relevant resources in social theory

consumption, material
culture, actor network
theory, technology
studies, cultural
theory, theories of
practice, histories of
sociotechnical
change, transitions,
innovation studies....



Ideas adopted in climate change policy
(business and government)



A practice is social .. it is a 'type' of behaving and understanding that appears at different locales and at different points of time and is carried out by different body/minds. (Reckwitz 2000: 250)

Practices involve the active integration of materials, images and competence.

Practices are coherent entities that require performance for their existence: performances are generative and transformative.

Theories of practice

Shared, social

Endogenous dynamics

Specific cultural and
material histories

Reproductive, generative

Theories of behaviour

Individual choice

External drivers

Common base in belief

Causal

Daily showering

Changing integration of material infrastructures, procedure and image

Freezing food

Multiple embedding; systems of provision and consumption

Being comfortable

Deliberate intervention to challenge 22 degrees C.

Moving around

Congestion charging and patterns of mobility

Explaining daily showering

bathing as a *social activity*

porous skin, fear of plague, need a week to recover.

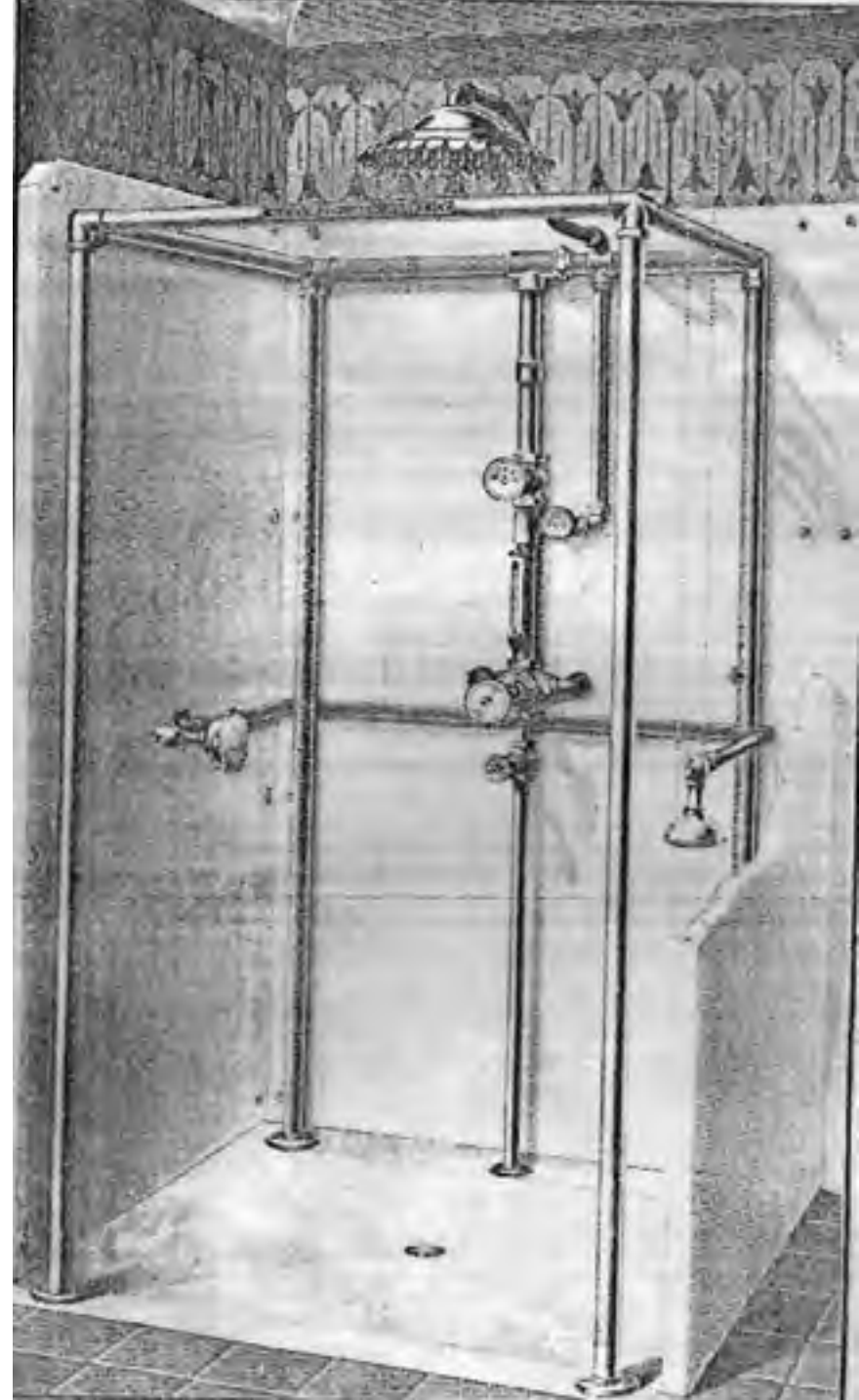
controlled bathing as *medicinal* intervention - shock to organs, strength, (cold) water and moral toughening, not for women.

social status, thrill, mineral waters, hydrotherapy sleep, circulation.

sanitary science; *cleanliness* and godliness, civilisation, discipline, germ theory.

USA, 48 litres of water per capita per day for personal hygiene (91% showering)

UK, 27 litres of water pc pd for personal hygiene (36% showering) – *freshness*.





Household infrastructures

Contemporary images



Explaining daily showering

Image

Regeneration
of whole body
and of civic
order

Stuff

Public
provision,
collective
infrastructure

Procedure

Collective
event, shared
social
calendar

Image

Moral-medical
discipline,
disease and
disorder

Stuff

State
investment in
public health

Procedure

Regular
private habits,
weekly
schedules.

Image

self image,
invigoration
freshness,
and fitness

Stuff

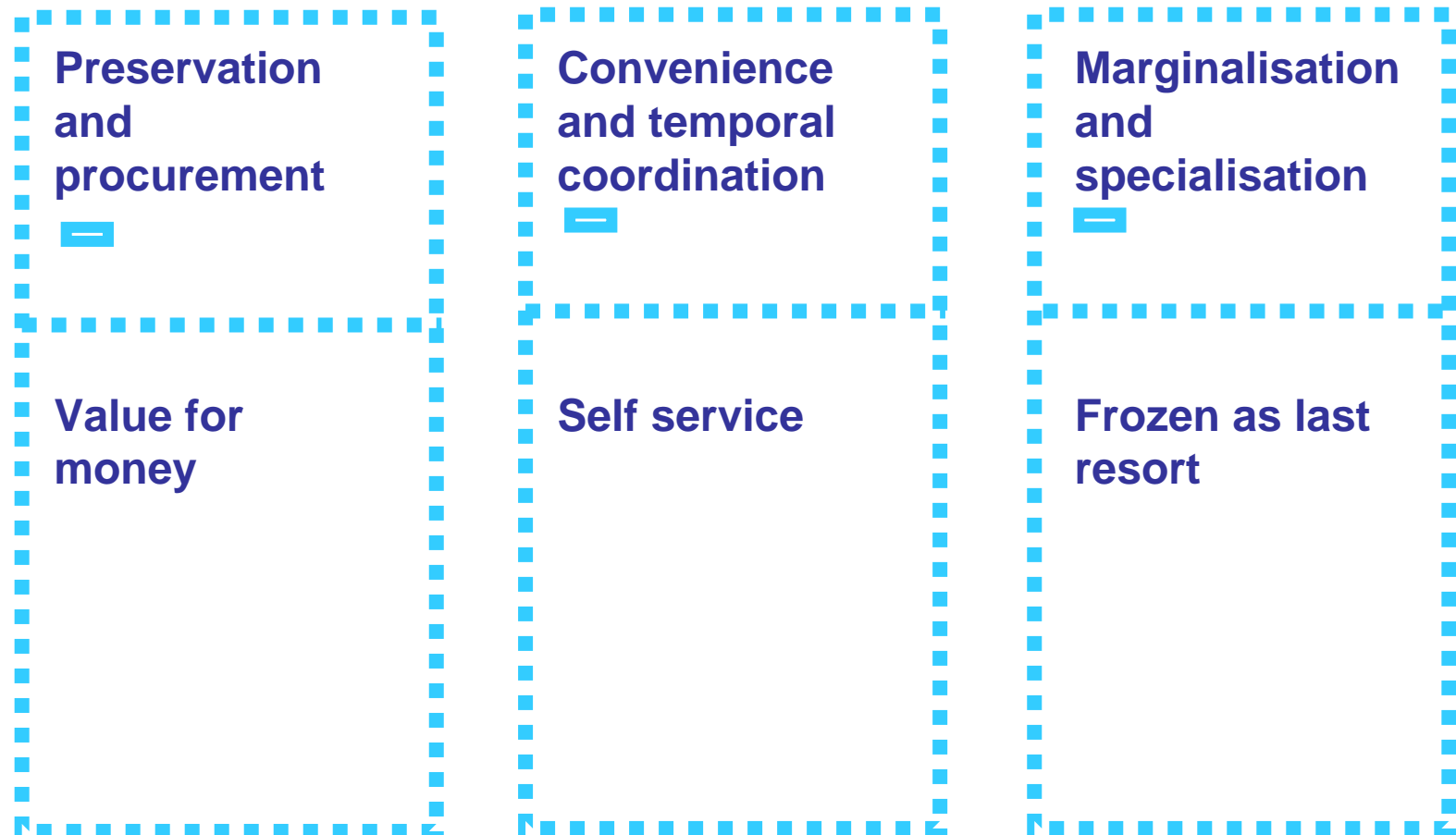
Instant hot
water, private
bathroom(s)

Procedure

Fragmented
moments,
speed and
convenience

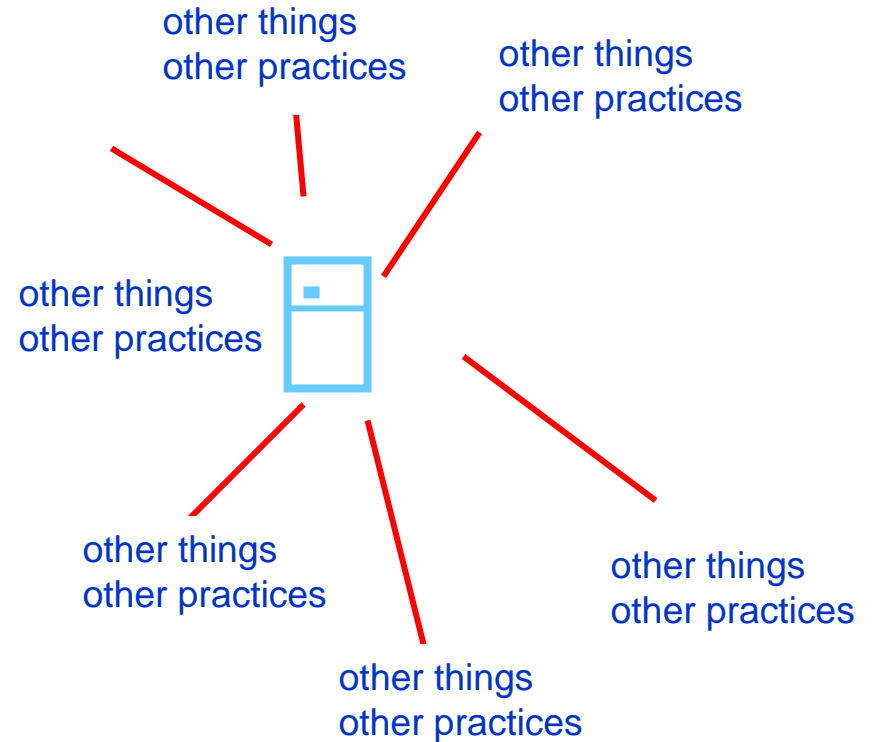
Framing freezers

An established appliance: the 'need' is now for more freezers, larger freezers and more types of frozen space: we discover co-existing, sticky links between **freezing, food and family**



Freezing thoughts

1. **Material objects as part of a system**
2. **The 'object' changes as the system changes**
3. **Systems of provision and consumption are implicated in the reproduction and transformation of everyday life**



How come
22
degrees C?

physical
parameters and
cultural
concerns

sea breeze
or mountain air

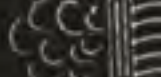
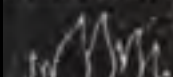
what climate
to provide?

Controlled ... IN ONE HARNESS ...

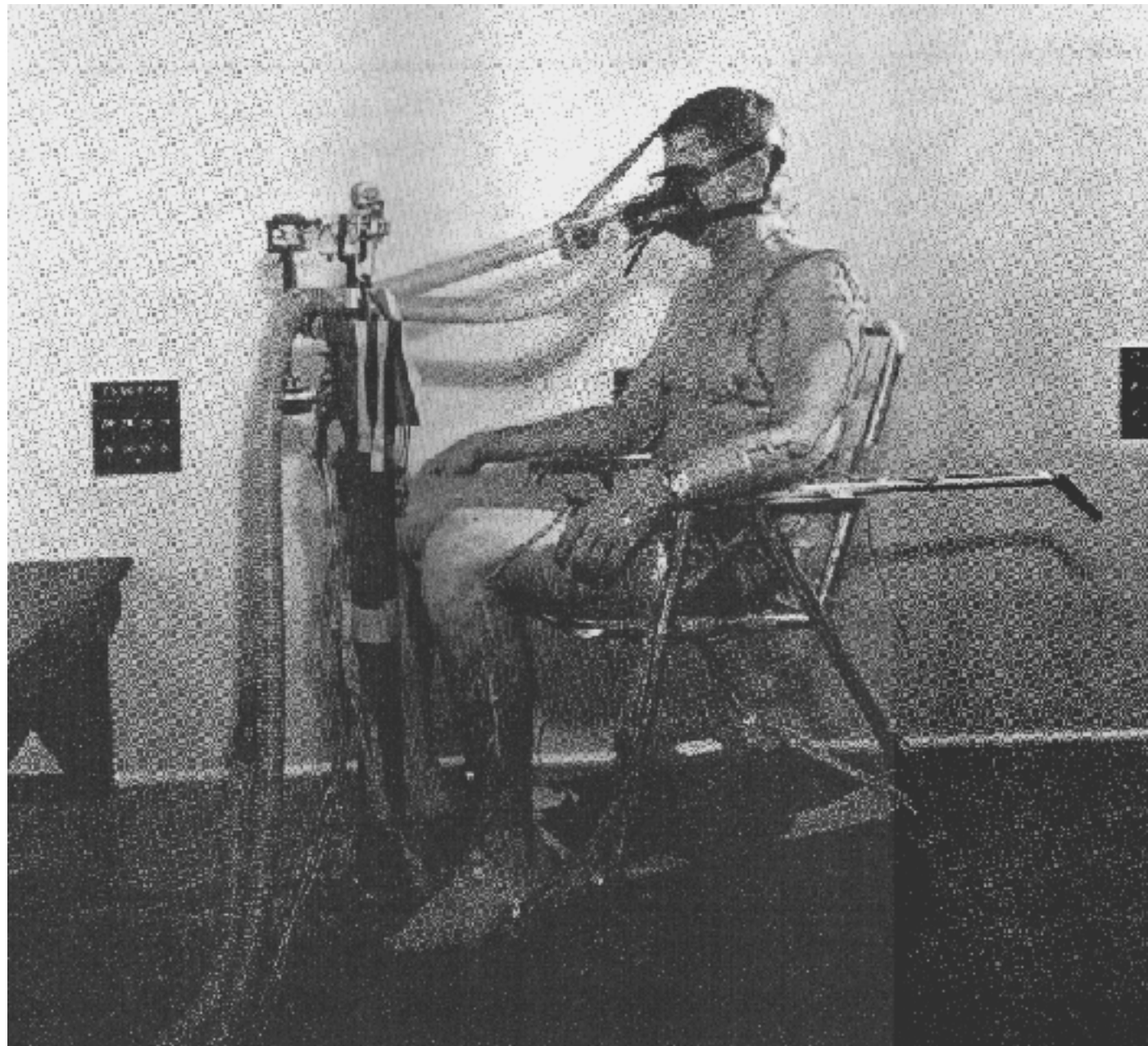
THE SIX "CLIMATIC FACTORS" OF TRUE AIR CONDITIONING



MINNEAPOLIS HONEYWELL CONTROLLERS VALVE RELAY THERMOSTATS AND OTHER INSTRUMENTS FOR COORDINATED CONTROL



Defining comfort





Professor Fanger in his "Doctor-dress" at a reception at DTU, June 14, 2001

Standardising comfort, sweat and smell: the clo and the olf

The standard amount of insulation required to keep a resting person warm in a windless room at 70 °F (21.1°C) is equal to one **Clo**.

Units were chosen so that 1 clo would be roughly the insulating value afforded by a man's underwear and a lightweight suit, or "a heavy top coat alone."

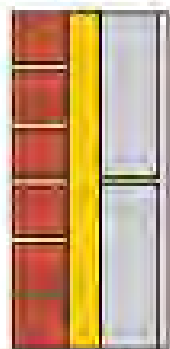
The **Olf** is a unit used to measure the scent emission of people and objects.

One olf is defined as the scent emission of an "average person", a sitting adult that takes an average of 0.7 baths per day and whose skin has a total area of 1.8 square metres; the scent emission of an object or person is measured by trained personnel comparing it to normed scents.

Standardising science also matters for ventilation rates and energy consumption.

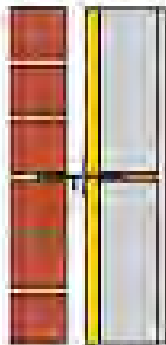


filled cavity



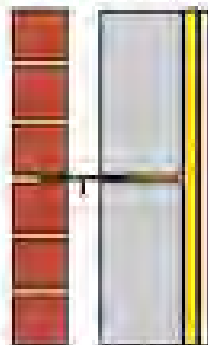
50mm cavity batts
100mm aerated block
13mm lightweight plaster

partial fill

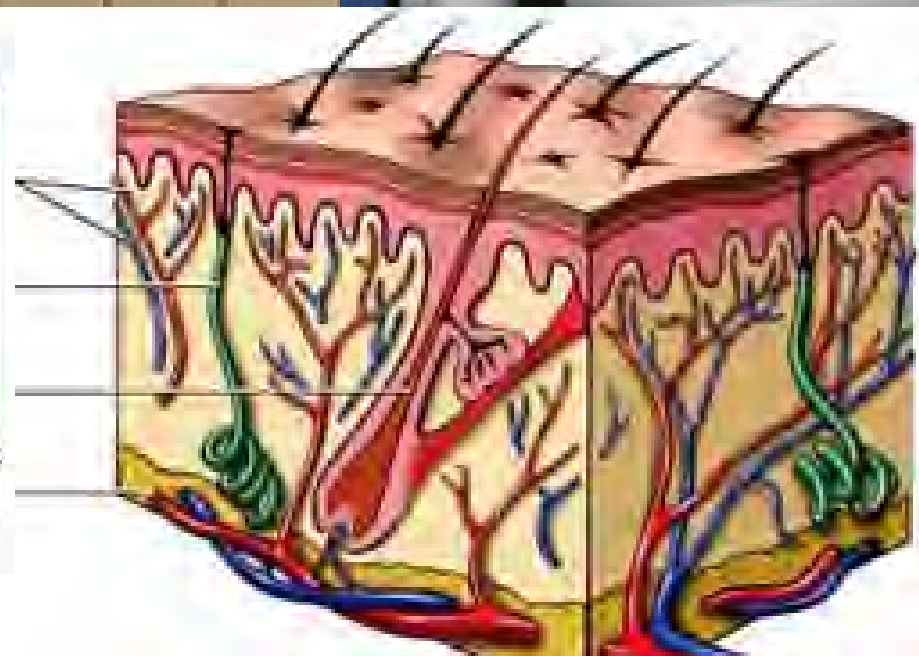


25mm cavity boards
100mm aerated block
13mm lightweight plaster

clear cavity



125mm aerated block
25mm thermal board



The reproduction of
comfort involves
integrations of:

Clothing

Sweating

Building fabric and technology

Ideas about the human body

Seasonality

Regulation

Scientific research

Corporate interests

If a building is set, regularly at, say,
22 °C ... [and] ... If enough buildings
are controlled at this temperature, it
becomes a norm for that society at
that period of its history, and anything
different is regarded as
'uncomfortable' (Humphreys 1995: 10)



Seasonality and daily life

Changing ideas and conventions of comfort: space, body, building?



6 to 30 degrees C; 20 to 28 degrees C; 22 degrees C.

スーツ



COOLBIZ



28℃

私たちはチーム・マイナス25%の一員として
地球温暖化防止を推進するため、
消費時の室温を28℃にしています。
8月では、28℃で快適に仕事をするため
スーツからCool Bizへ衣替えしています。

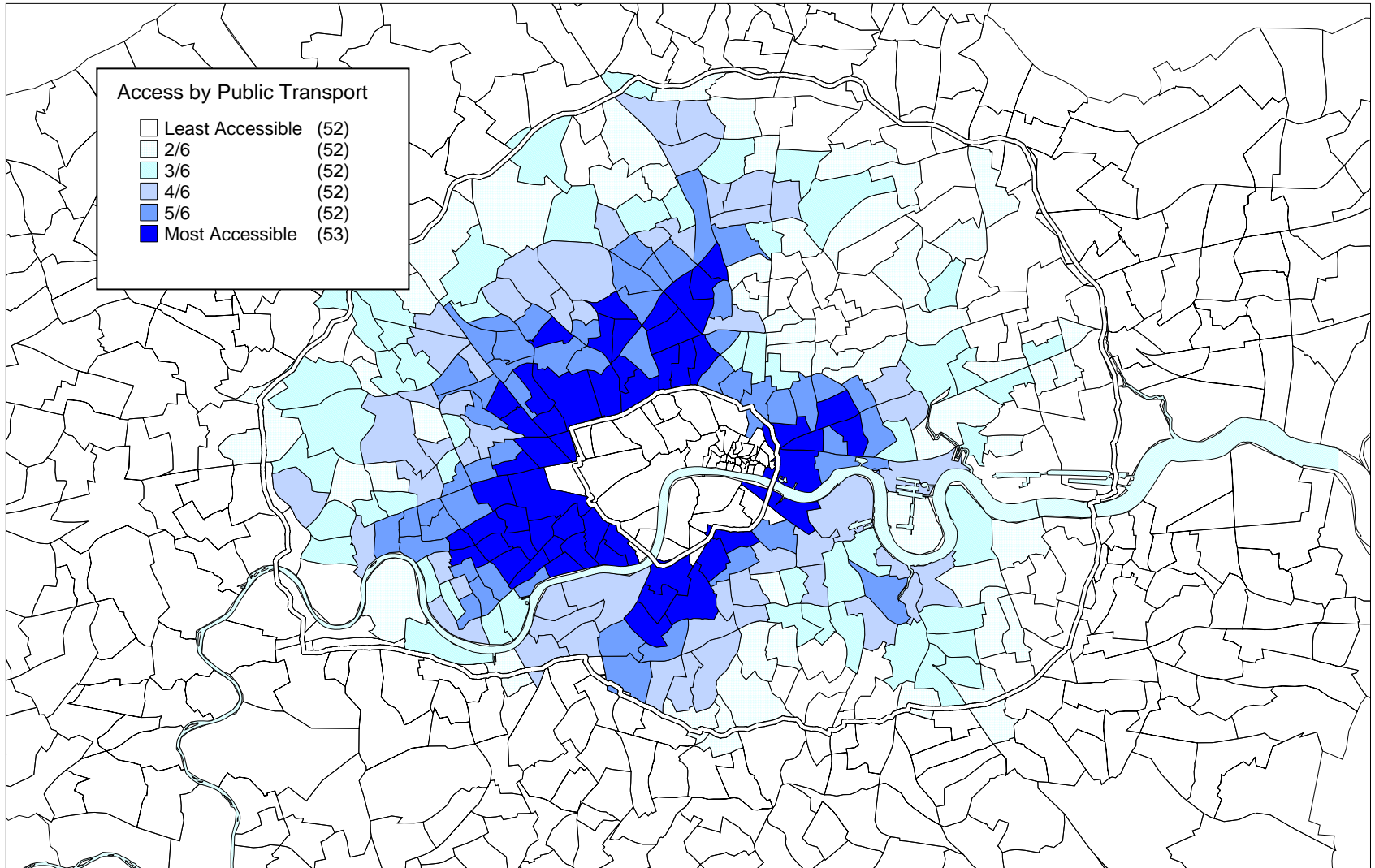


みんなの力で地球を
よりよく守ろう

セイコーインスツルグループ



Inner Zone: Access to Central Area by Public Transport

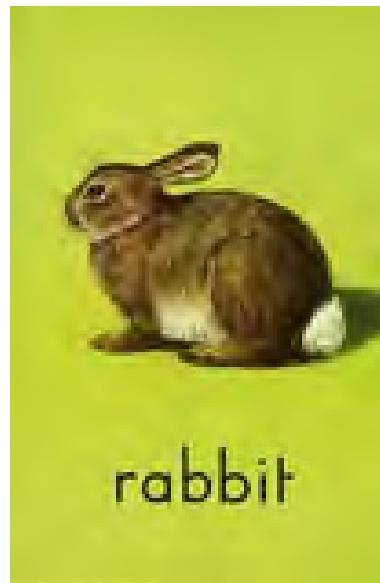
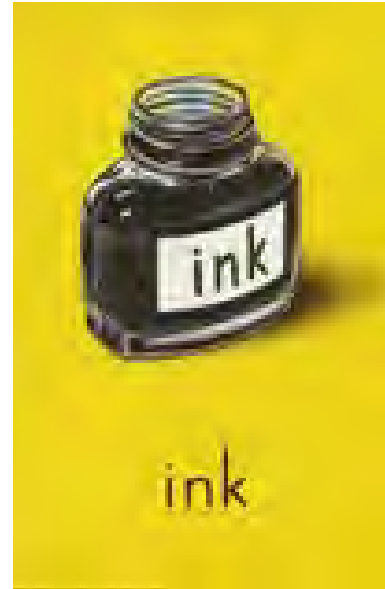


Changing the way the system works: services, access & mobility

Dynamic hot and cold spots



*Requires an
extended
vocabulary*





D

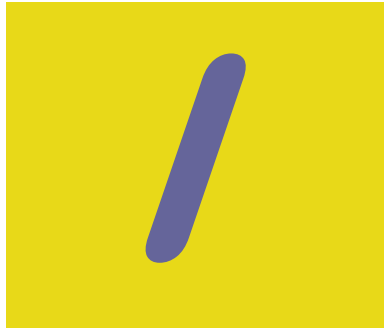
*is for dynamics and
demand*



duck

Demand is an outcome of practice.

*Practices are dynamic, changing all
the time, emergent, systemic.*



is for infrastructure and institution



Practices are embedded in, and are reproductive of material and cultural infrastructures and institutions.

Though often invisible in policy debate, these are key sites of order and transformation.



p

is for practice

Practices exist beyond specific performances;

they consist of interconnected sets of norms, conventions, understandings, embodied know-how, states of emotion, arrays of material things;

they are made and transformed in and through moments of performance – doing, washing, eating, travelling, etc.





r

is for routine and regime

Most environmentally significant consumption is routine, inconspicuous and habitual, e.g. washing, eating, travelling, etc.

Routines change, but not through price and persuasion.

For regimes of practice, see systems



rabbit



S

is for systems and services

Practices intersect to form bundles, complexes and regimes. These have different systemic qualities.



spoon

Services like comfort, cleanliness and convenience are relevant units of demand (not resources as such).



t

*is for transitions,
tipping points and
transformations*

*Practices and systems of practice
are not stable.*

*Transition and transformation is
normal.*

*For policy, the challenge is to
understand transitions in practice.*



table



imply new habits of thought
in sustainable policy

But old habits die hard.....

WORLD ENVIRONMENT DAY 5 JUNE 2008



TOWARDS A LOW CARBON ECONOMY



UNEP

UNITED NATIONS ENVIRONMENT PROGRAMME

Twelve Steps to Help You Kick the CO₂ Habit

“The day's agenda is to give a human face to environmental issues; empower people to become active agents of sustainable and equitable development”

.... Or, “The day’s agenda is to position CO₂ as an matter of personal addiction, thereby denying the social and institutional reproduction of habit, or any wider politics of consumption, production and demand”